From:	Lauren Schlau
To:	"Jose Gonzalez"
Subject:	RE: Street Plus
Date:	Tuesday, September 22, 2015 12:08:14 PM

You rock! Thx!!

From: Jose Gonzalez [mailto:jose@fashiondistrict.org]
Sent: Tuesday, September 22, 2015 11:25 AM
To: 'Lauren Schlau'
Cc: 'Kent Smith'; 'David Downey'
Subject: RE: Street Plus

Ok I am putting the check in mail today.

From: Lauren Schlau [mailto:laurens@lsconsult.com]
Sent: Tuesday, September 22, 2015 11:24 AM
To: 'Jose Gonzalez' <jose@fashiondistrict.org>
Cc: Kent Smith <Kent@fashiondistrict.org>; 'David Downey' <David.Downey@ida-downtown.org>
Subject: RE: Street Plus

Hi Jose Yes that is correct. Thank you VERY Much!!

From: Jose Gonzalez [mailto:jose@fashiondistrict.org]
Sent: Tuesday, September 22, 2015 11:15 AM
To: 'Lauren Schlau'
Subject: FW: Street Plus
Importance: High

Hi Lauren

Should I make the check payable and mail to as below?

Lauren Schlau Consulting
865 S. Figueroa St. Suite 3500
Los Angeles CA 90017

From: Kent Smith [mailto:kent@fashiondistrict.org]
Sent: Friday, September 18, 2015 8:03 AM
To: Jose Gonzalez <jose@fashiondistrict.org>
Subject: FW: Street Plus
Importance: High

Please process this payment.

Kent Smith
Executive Director

LA Fashion District BID
110 E. 9th Street, Ste. A-1175
Los Angeles, CA 90079
213.488.1153 Ex. 712
kent@fashiondistrict.org

From: Lauren Schlau [mailto:laurens@lsconsult.com]
Sent: Thursday, September 17, 2015 3:43 PM
To: Kent Smith <kent@fashiondistrict.org>
Cc: 'David Downey' <David.Downey@ida-downtown.org>; 'Kerry Morrison' <Kerry@hollywoodbid.org>
Subject: FW: Street Plus
Importance: High

Hi all: I have been carrying $7183.86 of hotel charges for the Homelessness Forum on my credit card but now need to be reimbursed. Bill is attached.

In the end we secured another $500 from Streetplus but nothing from any other BIDS or IDA (see below).

Thus

Income	
Reg fees:	$2800
SP sponsorship	3000
Total Income	5800
Expense	$7184
Expense over Income	**$1384**

Thus this cost CDA over $1300 to put on. There were many benefits including I think at least one new member. That said, this should have been at least break even and behooves us going forward to make sure we are charging sufficiently for such event – always, always need a contingency for unanticipated expenses (as I tried to include)….

Kent if you can send me a check at earliest convenience I'd greatly appreciate it.

Thx Lauren

From: Kerry Morrison [mailto:Kerry@hollywoodbid.org]
Sent: Thursday, August 06, 2015 10:24 AM
To: Lauren Schlau
Subject: Re: Street Plus

Do you want to show this to Jessica before she asks street plus

Sent from my iPhone

On Aug 6, 2015, at 10:15 AM, Lauren Schlau <laurens@lsconsult.com> wrote:

FYI in thinking about this further I am going to ask IDA to make up the difference of about $300 for the fees they took out.

Therefore this would be the accounting so far:

Expenses	$7200
Fixed Income	
Registration	2800
Streetplus	2500
Subtotal	5300
Shortfall	$1900
Additional Potential Income	
Speaker meals (45 X 5)	225
Streetplus	1000
IDA	300
Subtotal	$1525
Remaining shortfall	375
Contributions from BIDs	$375

-----Original Message-----
From: Kerry Morrison [mailto:Kerry@hollywoodbid.org]
Sent: Wednesday, August 05, 2015 5:41 PM
To: Jessica Lall
Cc: Lauren Schlau (laurens@lsconsult.com)
Subject: Street Plus

Jessica, I am working with Lauren to reconcile our final expenses.

Because we had so many people, and we ended up having to use AV and their projector, our expenses exceeded revenue by 1200.

So, we are thinking of going out to the larger BIDS to help divide up the shortfall...but I wanted to check with you to see if Street Plus might be willing to help a bit more, and then we could fill in the gap.

They have already been super generous. We probably should have priced this more around $50/person.

Thoughts?
Kerry

KERRY MORRISON
Executive Director

[Hollywood Property Owners Alliance]
1680 N. Vine Street, Suite 600 | Los Angeles, CA 90028
323.463.6767 | kerry@hollywoodbid.org<mailto:kerry@hollywoodbid.org> |
onlyinhollywood.org<http://www.onlyinhollywood.org/>